

STRENGTHS

The diversity of our current board and their desire to build the SUSAR organization in a positive direction

We have a fairly decent following for our annual conference

Our website and social media has improved

We have a seat at the table with FEMA US&R, ORE Ad Hoc, IAFC, etc.

SUSAR is recognized throughout the national US&R standard

SUSAR is more organized and has a formal voice

The ability to stay on top of the industry changes

Share internal forms and documents

Life line to help each other and back channels on deployments

WEAKNESSES

Health and Wellness - we have a lot of critical issues in SUSAR, but this one may be getting over looked

Not a set platform to share documents/forms with the teams not on the board. These teams do not always get the information that we do.

Time – everyone has work and other commitments

The work commitments of current board members- this is largely related to time

The lack of a solid strategic plan and direction

The lack of current By-Laws and Administrative Guidelines

We need to continue to improve the website and our social media

Our current election structure has the potential of removing board members while they are still a valuable asset to the organization

We lack a solid marketing/promotion plan

Dues when we do not have solid benefits attached to paying dues

The appearance of SUSAR only working for the "big teams" or teams of board members

OPPORTUNITIES

Though most see it as a weakness, the fact we are State teams is a strength. All though we all long for the federal budget for our teams, the fact that we have more freedom than they do is a huge strength. This applies to our day to day operations and most definitely deployments. (I am not saying we do not look like the federal teams, I am just saying sometimes it's nice to take one extra vehicle or it's nice to do less pointless paperwork than they do daily.

Having a larger role and voice in the Urban Search & Rescue Stakeholders platform

Improved relationship with FEMA

We're in a good place to continue solidifying partnerships with outside agencies, i.e., FEMA, MSOC, IAFC, SDF, etc.

Coming out of a successful conference in 2019, we are in a good place to market the SUSAR organization to vendors and supporters

Provide assistance to the state, local, and tribal US&R resources that are yearning for help and direction with training to meet the national standard

Build partnerships with vendors, distributors, local and state Emergency Management Agencies (NEMA has the same problem many organizations have in that they do not pass along information)

Develop some simple presentations and flyers etc to send out to local and state EM agencies

Solicit more input from members and get them engaged. Host webinars within regions

THREATS

Lack of funding

Lack of system and resource knowledge among State/County EMAs

Lack of knowledge of EMAC processes among some states

Not allowed 100% access to FEMA US&R Training PowerPoints, ect.

Joint SUSAR Exercises are difficult due to funding

Non validated SUSAR training within teams

The recent history of SUSAR has left a "less than satisfactory impression" of the SUSAR organization with many agencies around the country, which will take some time and positive direction to mend

Finances could be a threat but I think if we continue to run our conference in the black and provide "pay as you use" training opportunities we'll be fine

COVID-19 has slowed our progress